

JEVON CRAIG

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PROFESSIONAL SUMMARY

Product analyst and partnerships strategist with 5+ years building analytics infrastructure, driving insight-led decisions, and connecting brands to culture. Proven ability to translate behavioral data into business strategy across consumer goods (L'Oréal Luxe) and sports technology (FanDuel Casino). Independently building a creator partnerships practice - securing brand deals, designing multi-partner events, and developing talent-brand strategies across sports, music, and lifestyle verticals.

PROFESSIONAL EXPERIENCE

FanDuel

New York, NY

Product Analyst - Casino Analytics

Feb 2026 - Present

- Leading the In-App Merchandising workstream of a major Epic Game Launch deep dive - analyzing launch point patterns and player discovery across time periods and segments to directly inform Casino product strategy
- Built an Automated Experimentation Dashboard centralizing Casino A/B test results with Databricks back-end data, creating a self-service analytics tool adopted across the Lobby workstream
- Conducting IGEX Baseline Analytics to map how players interact with the in-game experience ahead of a major redesign - findings directly shaping product decisions across menus, deposit entry, and navigation flows
- Contributing to AI best practices documentation and agentic analytics frameworks; partner with PMs across Casino Lobby, Gameplay, and Community workstreams to translate behavioral data into exec-ready product recommendations

L'Oréal Luxe

New York, NY

Assistant Manager, Consumer Insights & Omnichannel Analytics

Apr 2023 - Feb 2026

- Built scalable analytics infrastructure across Power BI, Tableau, and Databricks - automated reporting freed ~50% of team capacity and standardized metrics across 13 DTC brands
- Contributed to 50+ A/B tests generating \$3.5M-\$4M in incremental revenue by defining hypotheses, KPIs (CTR, CVR, open rate), and measurement frameworks that moved teams toward a test-and-learn culture
- Coordinated with Accenture analytics team to develop and refine cross-brand dashboards, managing feedback loops between internal stakeholders and external partners to ensure data integrity and adoption
- Delivered exec-ready strategic narratives shaping product messaging, channel investment, and audience segmentation across major brand launches; served as central analytics resource across Lancome, YSL Beauty, and Kiehl's
- Co-founded Black @ L'Oréal ERG - scaled nationally across 4 zones, boosting engagement 25%; brokered introduction between NYX Professional Makeup and global DJ Uncle Waffles for brand partnership consideration

L'Oréal Luxe - Urban Decay, Kiehl's

New York, NY

Digital Marketing (CRM) & Analytics Associate

Mar 2022 - Apr 2023

- Managed CRM lifecycle programs (email, loyalty, SMS) and analyzed campaign attribution to optimize budget allocation across two brands
- Supported cross-functional personalization strategies contributing to 35% of DTC revenue through dynamic product recommendations and triggered content; delivered post-campaign insights that refined future audience targeting

BCC - BRIDGING COMMUNITIES AND CULTURE (INDEPENDENT)

Founder, Brand Partnerships & Creator Strategy

2025 - Present

- Secured first confirmed paid brand deal placing Big Potato Games into a NoRegulars Podcast episode (700K+ followers, 85% male 18-35); second deal with Omgyro Halal in final stages
- Produced Cast & Cruise - a sold-out community boat event (60 attendees) with three confirmed brand partners (Olipop, Smartwater, and Brownmillcompany)
- Structure multi-deliverable brand deals including deliverable packages, usage rights, exclusivity terms, and performance incentive frameworks across gaming, food/beverage, and lifestyle categories - leveraging L'Oréal brand-side intelligence to evaluate partnership-fit, protect talent positioning, and translate creator audience data into compelling pitches

SKILLS & TOOLS

Analytics & Data: SQL, Python, Databricks, Amplitude, Power BI, Tableau, Looker, Google Analytics

AI & Emerging Tech: Agentic analytics workflows, AI-assisted analysis, prompt engineering, LLM tool integration

Strategy & Growth: A/B Testing & Experimentation, Behavioral Analytics, Funnel Analysis, Segmentation, CLV, GTM Strategy

Platforms: Salesforce Marketing Cloud, Attentive, Jira, Confluence, Google Workspace, Microsoft 365

Certifications: ServiceNow ITSM Fundamentals

EDUCATION

Rutgers University

New Brunswick, NJ

B.A. Economics (Financial Economics Concentration), Minor in Entrepreneurship | Dean's List (4x)